

A major component of ASHLine's program evaluation is to link process measures to outcome measures. Within this framework, it is useful to associate a client's duration in program with a successful quit attempt. This association is meaningful in that the longer a client is in the program the more services he or she received (and, presumably, the more successful he or she will be). Furthermore, clients need to have been quit for at least 90 days to have completed the program. A long duration in the program, however, does not always represent a successful quit attempt. While clients who are in the program for less than 90 days are often unsuccessful at quitting, other clients who repeatedly relapse (and ultimately drop out) will, by definition, be in the program for a longer period of time.

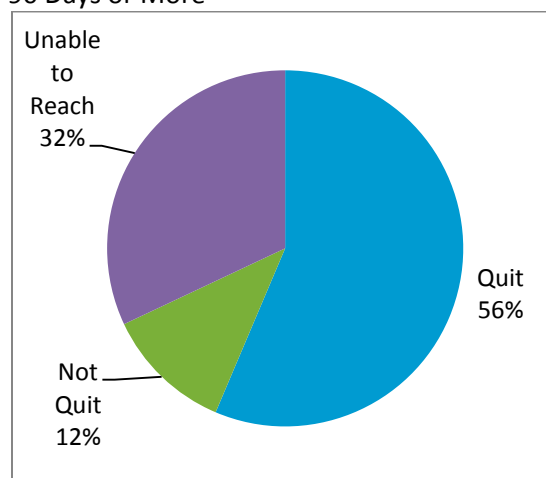
In order to make a useful association between duration in program and a successful quit attempt, it is imperative to define the different populations of clients who remain in the program for a considerable duration. By identifying who the unsuccessful clients are, we can remove them from analyses to get a clear signal of the relationship between program duration and a successful quit attempt.

In July 2010, ASHLine introduced a new data management system for the coaching program. For this report we will examine clients enrolled between July 1, 2010, and September 30, 2011 (the most recent intake dates for which we have follow-up data).

Clients who are in the program for 90 days or more are highly likely to be quit at the time of exiting the program, with 53% reaching 90 days quit (Figure 1). Another 3% are quit at the time of exit (but have not yet reached 90 days quit) and have indicated that they no longer want services. These clients are considered

successes, as their decision to decline services is based on their assessment that they have benefitted from services and are confident in staying quit on their own. Approximately 17% are not quit and no longer want services. The last group (32% of clients) is exited from services because we are no longer able to reach the client. For clients who are exited from services because we are unable to reach them, many were quit at the time their coach last spoke with them. While we must be conservative in classifying these clients as not having a successful quit attempt, previous investigation has concluded that ITT rates may grossly underestimate successful quit attempts<sup>1</sup>.

Figure 1. Exit Reason for Clients in Program for 90 Days or More



This analysis offers some insight into what program duration means with regard to program success: the longer a client is in the program, the more likely he or she is going to quit tobacco for at least 90 days. Of the clients who do not conform to this pattern, we have outlined their characteristics for future identification and assessment.

<sup>1</sup> An, L., Betzner, A., Luxenberg, M., Rainey, J., Capesius, T., & Subialka, E. 2009. Measuring quit rates, NAQC Issue Paper.